



## A Bee Friendly rosé: Les Vignes de Peyrau

At Les Vignerons de Buzet, the Bee Friendly label is gaining ground, now notably with a rosé wine! Both the Les Vignes de Peyrau red and rosé wines bear this label which is backed by beekeeping associations.

Les Vignerons de Buzet was the first wine producer to be BEE FRIENDLY. A pioneer of this initiative, the Cooperative worked with the association to create the certification's specifications for the wine industry back in 2014.

Three years later and 8 Les Vignerons de Buzet wines can now proudly display the Bee Friendly logo:

### The BEE FRIENDLY label

BEE FRIENDLY is a European label that aims to identify and promote pollinator-friendly products and production systems.

The label is developed, managed and backed by the BEE FRIENDLY Association, created in 2011 and bringing together European (France, Italy and Germany) organisations.

Developed by a panel of bee experts, organic agriculture or food industry specialists, the BEE FRIENDLY label aims to promote pollinator-friendly systems. It has 27 specific and measurable criteria, including:

- Ensuring traceability and establishing beneficial crop rotations
- Close supervision of the use of pesticides: a list of prohibited molecules, the implementation of measures to protect pollinators during treatments, etc.
- The prohibition of direct or indirect use of GMOs
- The setup of areas of biodiversity conservation
- The limitation of the mortality of pollinators during harvesting operations
- Partnership with beekeepers' associations, or support for research projects